

PUT YOURSELF IN NORTH CAROLINA'S FUTURE PICTURE



An ideal livestock country, North Carolina now imports milk in tank-car quantities to meet local demand. Opportunities await dairymen or beefcattlemen who want to take advantage of the state's mild climate.



Tobacco and cotton are the state's principal crops, but other crops are growing in popularity. Above, a field of tulips, a new and profitable branch of horticulture in North Carolina.

AGRICULTURE

Only two other states have more farmers than does this agricultural state, but the average farm contains only 77 acres. Of its 100 counties, 94 are classified as rural, and 72.7 per cent of its population lives in the country or in towns of less than 2,500 population.

In 1941, income of North Carolina farmers reached a record mark of over \$300,000,000—chiefly from tobacco and cotton. The opportunity for other farm produce is unlimited and farmers who have turned from the traditional field crops are finding excellent profit in dairying, poultry, beef production, horticulture.

Almost a million acres of tillable land—not in woodlands—is available in North Carolina, at reasonable prices. The growing population of the state, its proximity to large eastern markets, and the wide open field for new crops, suggest opportunities for newcomers. Most of the crops that can be grown anywhere can be successfully produced in North Carolina. Here is a partial list of commercially successful crops in North Carolina:

Alfalfa, Apples, Artichokes, Asparagus, Barley, Beets, Blackberries, Blueberries, Buckwheat, Butterbeans, Cabbage, Cantaloupes, Carrots, Cauliflower, Chard, Cherries, Clover, Collards, Corn, Cotton, Cowpeas, Cranberries, Cucumbers, Dewberries, English Peas, Egg Plants, Figs, Hay, Irish Potatoes, Kale, Kudzu, Lettuce, Lespedeza, Mustard, Oats, Okra, Onions, Parsley, Parsnips, Peaches, Pears, Pecans, Peanuts, Peppers, Plums, Pumpkins, Quinces, Radishes, Rape, Raspberries, Rye, Snap Beans, Sorghum, Soybeans, Spinach, Squash, Strawberries, Sugar Cane, Sweet Potatoes, Thyme, Tobacco, Tomatoes, Turnips, Velvet Beans, Vetch, Watermelons, Wheat.

INDUSTRY

Although North Carolina is a rural state where the number of farms constantly is increasing, it has experienced rapid industrial development in the past generation.

Already, it leads the nation in production of tobacco products, furniture, cotton textiles, and cigarette paper, and with its large backlog of water power, and a growing utilization of its raw materials, it is still only on the threshold of industrial development. Its hosiery industry has doubled in the last few years; pulp, shipbuilding, rubber, chemical, aircraft, mineral, woodwork, and other industries have been increasing. Over 700 N. C. plants use wood as a basic raw material.

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CLIMATE

No matter what you want to do when you return to civil life, climate, as always, will have a substantial influence upon your future. North Carolina's moderate climate is friendly to agriculture. For the stockman, it permits ranging and crop grazing, cutting down on expensive winter hand-feeding. Only inexpensive shelter is needed for animals, and some beef men on the coastal plain furnish no shelter at all. Some dairy farms practice year-round grazing with little or no silage. The poultry man need spend little for buildings and for artificial heat.

In some sections of North Carolina, two, three, and even four crops can be grown on the same land in the same year, and the growing season ranges from 188 to 295 days—that is, consecutive days without frost. Because of climate and rainfall conditions, almost every crop grown from Canada to Florida can be successfully grown in North Carolina. Those bogies of the farmer—sandstorms, droughts, blizzards, cyclones—are not a part of North Carolina's climate.

Climate in North Carolina is also friendly to industry. Outdoor work can be done almost every day in the year, and there is rarely any shutdown because of severe weather. Less money is needed for fuel, buildings and transportation; and living costs are lowered.

Climate in North Carolina is friendly to the individual—promoting his health and comfort. There is saving in construction of homes, in fuel, in clothing, in travel, for the individual and his family. It is a year-round outdoor state, where a man may work and play with a minimum of interference from the elements.

WEATHER FACTS

The average annual mean temperature of North Carolina is around 59 degrees, ranging from 28.4 in the mountains to 64.1 in the Coastal plains. In the spring the average is 58 degrees; summer 75; autumn 60; and winter 42. Except in the mountains, zero weather is rare and snowfall is infrequent. Snow rarely stays on the ground more than a day or two, and in some coastal counties snow falls only once in two or three years. Little cold weather is felt until December and severe weather ordinarily is confined to "cold snaps" of two or three days' duration. Nearly all weather stations have records of 100 degrees in the summer months, but the number of days in which the temperature exceeds 95 is comparatively small.



New industries are flooding North Carolina—above, the Champion Fiber Company in Canton, N. C., one of the largest pulp-paper plants in America.

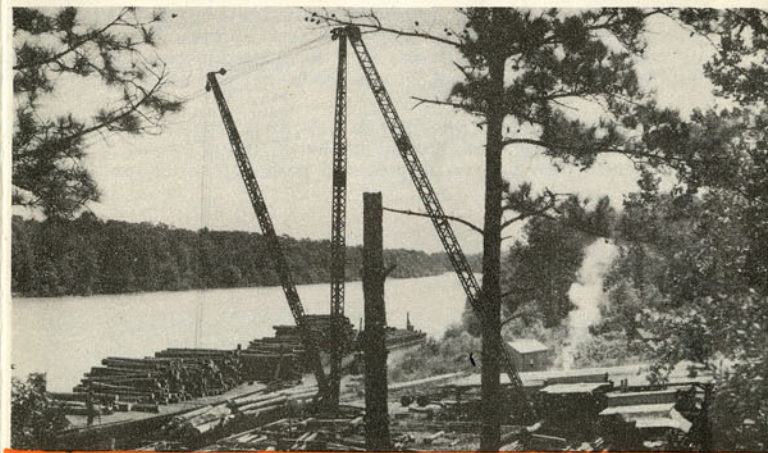
THE NORTH CAROLINA LABOR RECORD

During three critical years, North Carolina labor, with a large percentage of gainfully employed and industrial workers, has demonstrated it could carry on. The following figures, while not directly related to agriculture, tell their own story about this state:

	Idleness from strikes as a per cent of available working time		
	1939	1940	1941
United States	.28	.10	.32
North Carolina	.07	.06	.07

Per cent of wage earners on strike during year			
	1939	1940	1941
United States	4.7	2.3	8.4
North Carolina	1.4	.9	3.0

Strikes in United States in 1941					
	No. strikes beginning during the year 1941	Workers Involved		Man hours idle during 1941	
		Number	Pct. of total	Number	Pct. of total
All States	4,288	2,362,620	100.0	23,047,556	100.0
NORTH CAROLINA	34	18,731	.8	105,085	.5



North Carolina ranks 10th as a lumbering state and has available 13 billion feet of merchantable board timber. Above, loading lumber on a barge on one of the state's 13 navigable rivers.